

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**U.G. DEGREE EXAMINATION – GENERAL ENGLISH**

**THIRD SEMESTER – NOVEMBER 2019**

**16/17/18UEL3GE03 – EXECUTIVE COMMUNICATION**

Date: 08-11-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**I Answer any TEN of the following in about 250 words each:**

**(10X10=100)**

1. Describe the communication model and various channels of communication.
2. Write an essay on maintaining control over words and action in leadership communication.
3. Draft an essay on the importance of body language for an executive.
4. What are the salient features of Negotiation? Discuss the importance of non-verbal communication in negotiations.
5. Explain how group norms and group dynamics influence group communication.
6. Write five exchanges for a group discussion on the topic, 'Religious Fanaticism' involving four members.
7. How is a speech prepared? Elaborate on the ground work to be made in drafting a speech.
8. Draft a speech on the topic. 'Women Empowerment is not an obligation but a responsibility'.
9. Sketch an advertisement for any innovative product adhering to the AIDA principle.
10. Write ten exchanges for an interview of a politician turned actor by a representative from the media.
11. What are the various blocks in Executive Communication? How could they be handled in an effective communication?
12. Draft a letter of resignation to the managing director of the company where you are working at present stating valid reasons for your decision.

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